

WABC-TV NEW YORK  
7 LINCOLN SQUARE  
NEW YORK NY 10023



MEDIA STRATEGIES & RESEARCH - 7658  
ATTN: RACHAEL BEALE  
11350 RANDOM HILLS RD.  
SUITE 670  
FAIRFAX VA 22030

Contract No 397238		Contract Dt 08-30-2012		Revision Dt 0		Advertiser GILLIBRAND FOR SENATE 2012		Brand KIRSTEN GILLIBRAND FOR US SENATE		Product Code POLITICALS		Station/Market WABC - NEW YORK							
Agency Est# 11699		CMS # 242436		Rev# 0		Sales Office PHILADELPHIA		Account Executive D. PARKER		Start Date 10-08-2012		End Date 10-14-2012		Billing M (Broadcast Month, Cycle 1)		Package N		Contract Title 242436	
Line#	Start Date	End Date	Time Period		Description		RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 11699																
1	10-09-2012	10-11-2012	05:15AM - 05:56AM		AM EWN THIS MORNING 5-6AM (7426)		7	30	1	1						2	800	2	1,600.00
2	10-08-2012	10-12-2012	06:15AM - 07:00AM		AM EWN THIS MORNING 6-7AM (7427)		7	30	1	1	1	1				5	1,800	5	9,000.00
3	10-08-2012	10-12-2012	07:00AM - 09:00AM		AM GMA 7-9AM (7429)		7	30	2	1	1	1	2			7	2,400	7	16,800.00
4	10-13-2012	10-13-2012	06:15AM - 10:00AM		AM EWN SA/SU 6-10AM (7434)		7	30					1			1	400	1	400.00
5	10-14-2012	10-14-2012	08:00AM - 09:00AM		AM EWN SA/SU 6-10AM (7434)		7	30						1		1	850	1	850.00
6	10-10-2012	10-12-2012	09:00AM - 10:00AM		DA AM DAYTIME 9AM-10:57AM (7437)		7	30	1	1						2	1,000	2	2,000.00
7	10-11-2012	10-11-2012	10:58AM - 12:00PM		DA THE VIEW (10707)		7	30		1						1	3,500	1	3,500.00
8	10-09-2012	10-09-2012	12:15PM - 12:30PM		DA PM DAYTIME ROTATION 12NOON-4PM (7439)		7	30	1							1	1,400	1	1,400.00
9	10-08-2012	10-08-2012	12:30PM - 01:00PM		DA PM DAYTIME ROTATION 12NOON-4PM (7439)		7	30	1							1	1,400	1	1,400.00
10	10-13-2012	10-13-2012	09:15AM - 10:00AM		AM EWN SA/SU 6-10AM (7434)		7	30						1		1	850	1	850.00
11	10-09-2012	10-12-2012	03:00PM - 03:59PM		DA KATIE COURIC M-F (12182)		7	30	1	1	1	1				3	1,700	3	5,100.00
12	10-08-2012	10-12-2012	04:15PM - 04:59PM		EN EWN AT 4PM M-F (11372)		7	30	1	1	1	1				4	1,100	4	4,400.00
13	10-08-2012	10-12-2012	05:15PM - 05:55PM		EN EWN AT 5PM M-F (7450)		7	30	1	1	1	1	1			5	2,400	5	12,000.00
14	10-08-2012	10-12-2012	06:15PM - 06:30PM		EN EWN AT 6P (CFB) (7442)		7	30	1	1	1	1	1			5	2,400	5	12,000.00
15	10-08-2012	10-12-2012	07:00PM - 08:00PM		PA JEOPARDY/WHEEL (7446)		7	30	1	2	1	1	1			6	4,000	6	24,000.00

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood

Acknowledgment of Agreement Between WABC-TV NEW YORK and

WABC-TV NEW YORK  
7 LINCOLN SQUARE  
NEW YORK NY 10023

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Contract No 397238		Contract Dt 08-30-2012		Revision Dt 0		Advertiser GILLIBRAND FOR SENATE 2012		Brand KIRSTEN GILLIBRAND FOR US SENATE		Product Code POLITICALS		Station/Market WABC - NEW YORK								
Agency Est# 11699		CMS # 242436		Sales Office PHILADELPHIA		Account Executive D. PARKER		Description		Agency CPE: E : 11699										
Line	Start Date	End Date	Time Period		Agency CPE: E : 11699		Start Date 10-08-2012		End Date 10-14-2012		Billing M (Broadcast Month, Cycle 1)		Package N		Contract Title 242436		Total \$			
16	10-08-2012	10-08-2012	08:00PM - 10:00PM		PE MONDAY 8-10PM (7492)		7	30	1					1	25,000	1	25,000.00			
17	10-10-2012	10-10-2012	08:00PM - 09:00PM		PE WEDNESDAY 8-9PM (7487)		7	30		1				1	10,000	1	10,000.00			
18	10-14-2012	10-14-2012	08:00PM - 09:00PM		PE SU 8-9PM (7499)		7	30				1		1	15,000	1	15,000.00			
19	10-08-2012	10-12-2012	11:15PM - 11:35PM		LN LATE NEWS CFB (7645)		7	30	1	1	1	1		5	4,400	5	22,000.00			
20	10-14-2012	10-14-2012	11:15PM - 11:35PM		LN LATE NEWS CFB (7645)		7	30				1		1	4,400	1	4,400.00			
21	10-10-2012	10-10-2012	11:35PM - 12:02AM		LF NIGHTLINE M-F (7453)		7	30		1				1	2,200	1	2,200.00			
																	Contracted Gross Total:		55	173,900.00
																	Actual Gross Total:		55	173,900.00
																	Agency Commission:			26,085.00
																	Net Total:			147,815.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments		Actual Total										
Oct 12		1,400.00		0.00		173,900.00		0.00		173,900.00										
TOTAL		1,400.00		0.00		173,900.00		0.00		173,900.00										

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# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	WABC-TV New York
<b>Date:</b>	8/28/2012

I, \_\_\_\_\_ Media Strategies and Research

being/on behalf of: Kirsten Gillibrand, a legallyqualified candidate of the Democratic politicalparty for the office of: U.S. Senatein the Generalelection to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			SEE ATTACHED SCHEDULE		
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 08, 2012			Sunday, October 14, 2012		

**Total Charges: \$173,900.01**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Gillibrand for Senate

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Karen Feldman

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

Tuesday, August 28, 2012  
Date

*Karen Feldman*  
Signature

**To Be Signed By Station Representative**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature  
\_\_\_\_\_  
Printed Name  
\_\_\_\_\_  
Title